1978 PLANS

PROJECT TITLE: NEW PRODUCT DEVELOPMENT

CHARGE CODE: 2100

PROGRAMS:

I. NEW PRODUCTS

A. BETA Program

1. 85 model
   - Continue development to improve product — 1st Quarter, 1978
   - Specifications to MFG — 1st Quarter, 1978

2. 100 Model
   - Continue development to improve product — 1st Quarter, 1978
   - Specifications to MFG — 1st Quarter, 1978

3. Menthol Candidates
   - Develop acceptable candidates and initiate consumer testing
     - 85 Model — 1st Quarter, 1978
     - 100 Model — 1st Quarter, 1978
   - Specifications to MFG — 2nd Quarter, 1978

B. 5 mg Candidate, Maximum Gas Phase Reduction

Project 55 - 5 mg tar, 5 mg or less CO
- VP testing — 2nd Quarter, 1978
- National testing — 3rd Quarter, 1978

C. 2-4 mg Candidate

Determine filter and blend specifications and initiate consumer testing
- 85 Regular — 2nd Quarter, 1978
- 85 Menthol — 3rd Quarter, 1978
- 100 Regular and Menthol — 4th Quarter, 1978

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D. Free-standing Menthol Cigarette, 4-8 mg Tar

1. Initial modelling - Menthol polymer as a handle? - Does one type of leaf receive menthol better than another?	3rd Quarter, 1978
2. Candidates for consumer testing	4th Quarter, 1978

E. Project Elite, 1-2 mg Candidate

1. Determine filter specs, evaluate blends	3rd Quarter, 1978
2. Candidates available for consumer testing	4th Quarter, 1978

F. Marlboro 85 with Reduced CO

1. Re-engineer filter specs - New targets: 14-15 mg Tar, 30+% dilution, 30-35% CO reduction	4th Quarter, 1977
2. Candidate for VP testing vs. current Marlboro	1st Quarter, 1978

G. Slim Cigarettes

1. Slim 85, 8-9 mg - National testing vs. Merit 85	1st Quarter, 1978
2. Slim 100, 5-6 mg - VP testing - National testing, if warranted	1st Quarter, 1978 2nd Quarter, 1978

H. Designed Cigarette Papers

1. Complete National POL testing of designed cigarette papers to determine feasibility	1st Quarter, 1978
2. If warranted, initiate consumer testing of accepted design vs. current production cigarette	3rd Quarter, 1978

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II. CIGARETTE COMPONENT INVESTIGATIONS - NEW PRODUCTS

A. Investigation of CA Substitutes

1. Celanese CA web material - Initiate product modelling at 2-4 mg level	1st Quarter, 1978
- Determine consumer acceptability	2nd Quarter, 1978
2. Polypropylene alternate to CA (Hercules) - Determine product acceptability	2nd Half, 1978

B. Menthol-Release Polymer

1. If warranted, initiate National consumer testing of active carbon-menthol cigarette	1st Quarter, 1978
2. Determine consumer acceptability of mixed pack, Regular and Menthol cigarettes	2nd Quarter, 1978

C. LTF Cigarette Products

1. Initiate modelling of 1-2 mg LTF product	3rd Quarter, 1978
2. If warranted, initiate consumer testing	4th Quarter, 1978

D. Other Programs

Evaluation of unique fibers, filter additives or blend modifications for reduced particulate and gas phase	Continuing

III. HUMAN SMOKER SIMULATOR

A. Basic Studies

1. Smoking profile and subjective comparison of different mouthpieces for profile recorders	1st Quarter, 1978

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2.	Effect of high dilution on smoker parameters	1st Quarter, 1978
3.	Initiate studies to determine effect of various smoker parameters and cigarette designs on NO and CO delivery	2nd Quarter, 1978
4.	Examination of smoking profiles at various menthol levels and resulting menthol deliveries	3rd Quarter, 1978
5.	Influence of filter characteristics or designs on smoker parameters	Continuing
6.	Accumulate data on nicotine residue in filters	Continuing

B. Equipment Modifications

1.	Complete modifications for PxP CO and NO analysis off the Simulator	1st Quarter, 1978
2.	On-line Computer capability	2nd Quarter, 1978
3.	Construct and evaluate modified Simulator	4th Quarter, 1978
4.	New smoker profile recorder prototypes	Continuing

C. Product Studies

1.	Studies in conjunction with consumer tests on new products	Continuing
2.	Studies on new filter components and special blends	Continuing

D. Methods of Collection and Treatment of Data

1.	Complete data input to develop computer model for projecting deliveries to smoker	1st Quarter, 1978

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2.	Increase computerization of data storage and retrieval	Continuing
3.	Augment information on individual panelists	Continuing

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